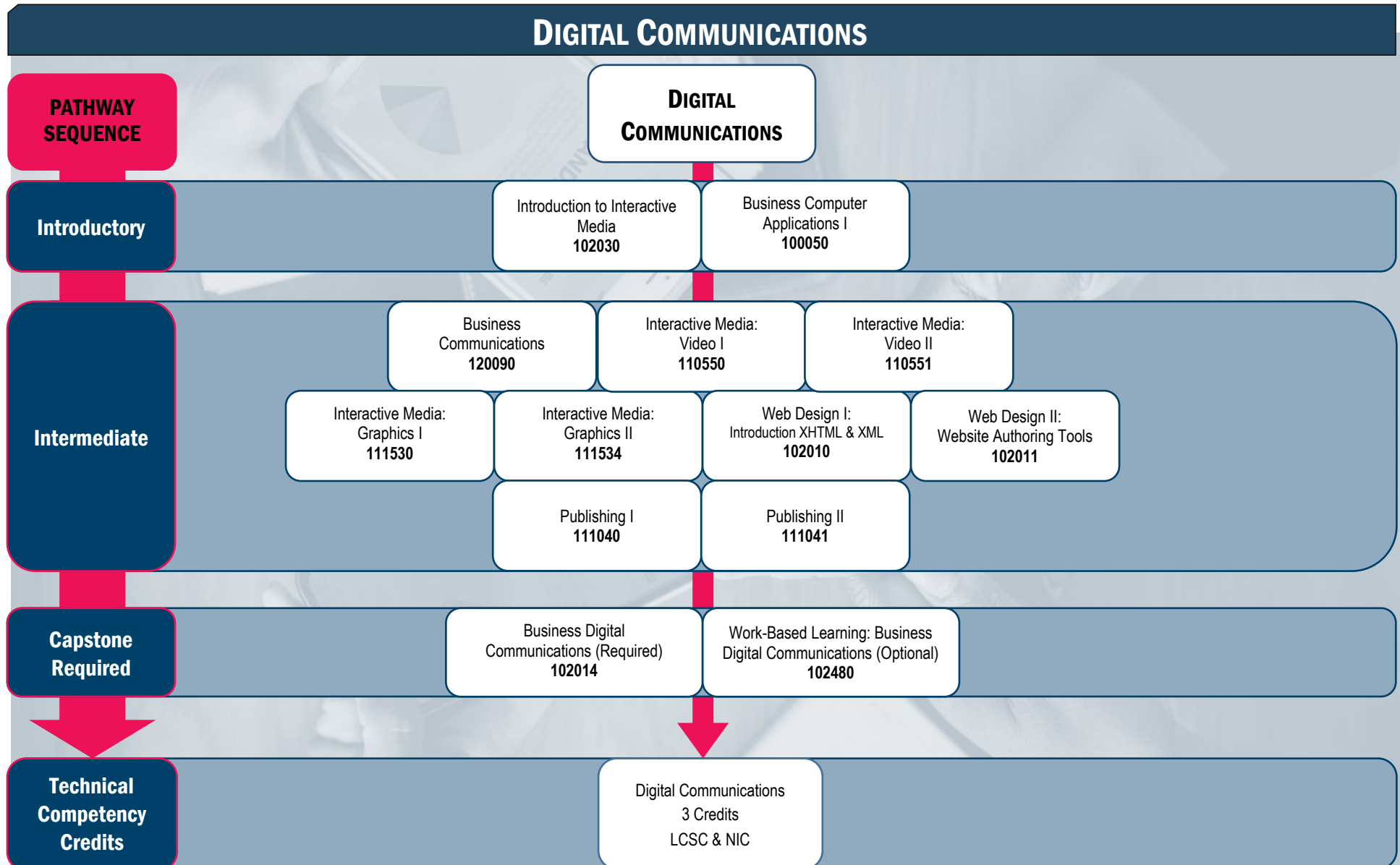


# Idaho Business & Marketing

## Digital Communications Secondary Pathway Sequence



# PATHWAY RESOURCES—DIGITAL COMMUNICATIONS

## Program Requirements

### Approved Assessments

Digital Communications

[CTECS-Business Digital Communications](#)

### Program Standards

[Digital Communications](#)

### Endorsements for Pathway

4022 Business Digital Communications

4024 Information/Communication Tools (6-12)

9092 Marketing Technology Education (6-12)

9093 Business Technology Education (6-12)

## SkillStack® Badges

### Digital Communication

TCC-Digital Communications: 3 Credits

Design Industry

Digital Communication TSA



## Advanced Opportunities (if not in Create Idaho)

Adobe: Graphic Design & Illustration Using Illustrator

Adobe: Interactive Media Using Flash Professional

Adobe: Print & Digital Media Publication Using InDesign

Adobe: Video Communication Using Premiere

Adobe: Visual Communication Using Photoshop

Adobe: Web Authoring Using Dreamweaver

Communication for Business



## Career and Technical Student Organizations

### Business Professionals of America (BPA)



Website <http://www.idahobpa.org/>

**Mission** To contribute to the preparation of global professionals through the advancement of leadership, citizenship, academic, and technological skills.

**CTSO State Advisor** [Shauna Williams](#) 208.429.5506

**CTSO Manager** [Gina Lyman](#) 208.429.5553

### DECA



Website <https://www.idahodeca.org>

**Mission** DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

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